



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **09/28/12-10/04/12**

Contract / Revision **312795 /**

Original Date / Revision
09/26/12 09/27/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1881**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	7	\$16,150.00	\$19,000.00	0.00
October 2012	18	\$37,570.00	\$44,200.00	0.00
Totals	25	\$53,720.00	\$63,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	7	\$16,150.00	\$19,000.00
10/01/12	10/04/12	18	\$37,570.00	\$44,200.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/28/12	10/04/12	M-F 5-6a M-F 5-6a	CM	5-6a	----F--	2:00	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		09/28/12	10/04/12	----F--				1		\$2,000.00		0.00		
N 2	WPTV	09/28/12	10/04/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWT---	2:00	2	\$2,000.00	P-3	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		09/28/12	10/04/12	MTWT---				2		\$2,000.00		0.00		
N 3	WPTV	09/28/12	10/04/12		CM	9-10a	MTWT---	2:00	2	\$2,600.00	P-3	0.00 NM	2	\$5,200.00



WPTV

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Contract / Revision **312795** Flight Dates **09/28/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1881**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 9-10a M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					2	\$2,600.00		0.00			
N 4	WPTV	09/28/12	10/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	----F--	2:00	1	\$2,300.00	FX	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	----F--					1	\$2,300.00		0.00			
N 5	WPTV	09/28/12	10/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWT---	2:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					1	\$1,900.00		0.00			
N 6	WPTV	09/28/12	10/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	----F--	2:00	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	----F--					1	\$2,000.00		0.00			
N 7	WPTV	09/28/12	10/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWT---	2:00	2	\$540.00	P-3	0.00	NM	2	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					2	\$540.00		0.00			
N 8	WPTV	09/28/12	10/04/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	2:00	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--					2	\$1,100.00		0.00			
N 9	WPTV	09/28/12	10/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWT---	2:00	1	\$2,340.00	P-3	0.00	NM	1	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					1	\$2,340.00		0.00			
N 10	WPTV	09/28/12	10/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWT---	2:00	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					2	\$2,000.00		0.00			
N 11	WPTV	09/28/12	10/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWT---	2:00	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					1	\$2,600.00		0.00			
N 12	WPTV	09/28/12	10/04/12	Su 6p Su 6p	CM	6-630p	-----S	2:00	1	\$3,400.00	FX	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	-----S					1	\$3,400.00		0.00			
N 13	WPTV	09/28/12	10/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWT---	2:00	2	\$3,800.00	FX	0.00	NM	2	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					2	\$3,800.00		0.00			
N 14	WPTV	09/28/12	10/04/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	2:00	1	\$5,800.00	FX	0.00	NM	1	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	-----S					1	\$5,800.00		0.00			
N 15	WPTV	09/28/12	10/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWT---	2:00	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWT---					1	\$2,400.00		0.00			



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Hiatus Dates

Original Date / Revision 09/26/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1881**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	09/28/12	10/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWT--	2:00	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/28/12	10/04/12	MTWTF--			1			\$2,400.00		0.00			
N 16	WPTV	09/28/12	10/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWT--	2:00	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/28/12	10/04/12	MTWT---			2			\$1,100.00		0.00			
N 17	WPTV	09/28/12	10/04/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	2:00	1	\$7,200.00	P-3	0.00	NM	1	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/28/12	10/04/12	M-----			1			\$7,200.00		0.00			
N 18	WPTV	09/28/12	10/04/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	2:00	1	\$4,980.00	FX	0.00	NM	1	\$4,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/28/12	10/04/12	--W----			1			\$4,980.00		0.00			
Totals														25	\$63,200.00